

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

Ad No. 305—(SPIRIT OF 76)—Reg. No. 20629—1 page—(4)½ x 6¾ (inches)—4/c—TV Guide, 1976

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Printed in U.S.A.



**Enjoy smoking longer  
without smoking more.**

Saratoga 120's.  
Rich, full-flavored  
cigarettes tailored  
longer and slimmer  
than 100's. You get  
extra smoking time,  
extra smoking  
pleasure, without  
smoking more  
cigarettes. Cost no  
more than 100's.  
Regular or menthol,  
crush-proof box.



**Saratoga 120's**

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Regular: 1.7 mg. "tar",  
1.0 mg. nicotine—Menthol: 1.5 mg. "tar",  
1.0 mg. nicotine av. per cigarette, FTC Report Nov '75

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



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